Trottier

PROPOSAL EVALUATION WORKSHEET (INDIVIDUAL)

EVALUATION FACTOR: CUSTOMER SERVICE PLAN (RATED)

#19

PROPOSER: KEOLIS

DATE: 25 August 2013

CONSENSUS RATING: **Acceptable**

NARRATIVE SUMMARY: Keolis seems to understand the missed opportunities on CR, and has done extensive research along with benchmarking, prior to putting their customer service plan in place. Keolis is taking a top down approach, but adding staff, and collaborating with MBTA in many appropriate places. Management and staff training, and availability appear to enhance the customer service plan in a way that CR does not currently allow. If Keolis can do all of the items stated, customer service would be far better than today.

Objective:

The following are the objectives for the Customer Service Plan evaluation factor:

1) To ensure that Proposers demonstrate the ability to maximize customer satisfaction measured by MBTA-approved metrics;

2) To identify Proposers that will continuously improve messaging regarding customer and public safety; and

3) To identify Proposers committed to implementing innovation in the provision of all regular and special service information.

Evaluation Criteria:

The Proposer has demonstrated the ability to maximize customer satisfaction measured by MBTA-approved metrics. The Proposer has shown that it will continuously improve messaging regarding customer and public safety and that it is committed to innovation in the provision of all regular and special service information.

PROPOSAL EVALUATION WORKSHEET (INDIVIDUAL)

EVALUATION FACTOR: CUSTOMER SERVICE PLAN (RATED)

Instructions:

Evaluators must rate each requirement outlined in the table below as one of the following: (i) Exceptional; (ii) Good; (iii) Acceptable; (iv) Potential to Become Acceptable; or (v) Unacceptable. Please note the following explanations when rating each requirement:

1) A rating of Exceptional is appropriate when the Proposer has demonstrated an approach that is considered to significantly exceed stated criteria in a way that is beneficial to the MBTA. This rating indicates a consistently outstanding level of quality, with very little or no risk that this Proposer would fail to meet the requirements of the solicitation. There are no weaknesses.

2) A rating of Good is appropriate when the Proposer has demonstrated an approach that is considered to exceed stated criteria. This rating indicates a generally better than acceptable quality, with little risk that this Proposer would fail to meet the requirements of the solicitation. Weaknesses, if any, are very minor. Correction of the weaknesses would not be necessary before the Proposal would be considered further.

3) A rating of Acceptable is appropriate if the Proposer has demonstrated an approach that is considered to meet the stated criteria. This rating indicates an acceptable level of quality. The Proposal demonstrates a reasonable probability of success. Weaknesses exist but can be readily corrected through requests for Clarification or Communications.

4) A rating of Potential to Become Acceptable is appropriate if the Proposer has demonstrated an approach that fails to meet stated criteria as there are weaknesses, but they are susceptible to correction through Discussions. The response is considered marginal in terms of the basic content and/or amount of information provided for evaluation, but overall the Proposer is capable of providing an acceptable or better Proposal.

5) A rating of Unacceptable is appropriate if the Proposer has demonstrated an approach that indicates significant weaknesses and/or unacceptable quality. The Proposal fails to meet the stated criteria and/or lacks essential information and is conflicting and/or unproductive. There is no reasonable likelihood of success; weaknesses are so major and/or extensive that a major revision to the Proposal would be necessary.

PROPOSAL EVALUATION WORKSHEET (INDIVIDUAL)

EVALUATION FACTOR: CUSTOMER SERVICE PLAN (RATED)

Ratings for each requirement must be recorded in the associated Rating column, and a detailed explanation of why a particular rating was given to a requirement must be recorded in the associated Comments/Justification for Rating column. The Appendix B Section column identifies relevant sections of Appendix B (Operations and Management Proposal Instructions) to the Instructions to Proposers.

PROPOSAL EVALUATION WORKSHEET (INDIVIDUAL)

EVALUATION FACTOR: CUSTOMER SERVICE PLAN (RATED)

Requirement No.	Appendix B Section	Requirement	Rating	Comments/Justification for Rating
1.	B8.2(A)	The Proposer shall provide a Customer Service Plan that describes in detail the Proposer's approach to providing the customer service functions described in the Contract, including the customer service services described in Schedule 3.7 (Operator Customer Service Responsibilities) of the Commuter Rail Operating Agreement. Elements of the Customer Service Plan shall include, but not be limited to, proposed approaches to the following: 1. Providing prompt and accurate public information regarding schedules, routes, delays and other service disruptions, and all other aspects of Commuter Rail Services about which customers should be informed; 2. Lost and found services; 3. Planning for, and handling of, service related to special events; 4. Responding promptly and effectively to customer complaints and suggestions for service improvements; 5. Service monitoring;	**3.**	**Keolis understands that CR is underutilized based on the population within the ridership area. What they propose for work rides, school rides, and personal rides is better than what is in place today. Throughout their customer service plan is enhanced staff along with training and ways to troubleshoot issues as they arise. Also, Keolis has a much better plan for collaborating with many key MBTA departments on best practices, policies/procedures and enhancements to service in many capacities.**

PROPOSAL EVALUATION WORKSHEET (INDIVIDUAL)

EVALUATION FACTOR: CUSTOMER SERVICE PLAN (RATED)

Requirement No.	Appendix B Section	Requirement	Rating	Comments/Justification for Rating
		6. Performance analysis and reporting; 7. Integrating new technologies and work practices as introduced by the Operator or the MBTA; 8. Provide information management, material management, performance analysis and reporting; 9. All other aspects of communication with customers; and 10. A draft Customer Service Satisfaction Plan as further described in Section 2.13 (Customer Service Satisfaction Efforts) of Schedule 3.7 (Operator Customer Service Responsibilities) to the Operating Agreement.		
2.	B8.2(B)	The Proposer shall: (i) identify those portions of the information that it provided in response to Section B8.2(A)(1) – (10) of Appendix B that it considers to be innovative, best practice, beneficial to MBTA Customers and/or cost efficient, and (ii) submit information supporting or otherwise validating its position that said portions are innovative, best practice, beneficial to MBTA Customers and/or cost efficient.		**Keolis would put in place practices and policies beneficial to customers and a real push to enhance customer numbers, something not currently available. Also, a better understanding for special events and for working with existing departments and management within the MBTA.**

PROPOSAL EVALUATION WORKSHEET (INDIVIDUAL)

EVALUATION FACTOR: CUSTOMER SERVICE PLAN (RATED)

#25368526_v1